

# **as a Partner for Eniac's Expansion into the Brazilian market**

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# Table of contents

**01**

**Expansion into Brazil**

**03**

**Suitability Analysis**

**02**

**Introduction to Magist**

**04**

**Conclusion &  
Recommendation**



**01**

# **Expansion into Brazil**

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# Brazil presents a promising expansion opportunity for Eniac



## Why Brazil?

- Brazil is one of the largest and fastest-growing eCommerce markets in Latin America<sup>1</sup>
- Significant growth potential for Eniac



## Challenges

- Lack of local market knowledge
- Need for ties with local providers and services

<sup>1</sup>) Source: <https://www.statista.com/topics/4697/e-commerce-in-brazil/>



**02**

# **Introduction to Magist**

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# Magist Provides Comprehensive Services for Order Management



## Who is Magist?

- Brazilian SaaS company
- Centralized order management
- Stock and warehouse management, product shipment, and customer service



## Advantages

- Economies of scale
- Reduced costs and bureaucracy



**03**

# **Suitability Analysis**

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# Magist's product range includes a diverse array of products

Magist's diverse product coverage includes various categories

**75 categories**

Tech products account for

**11 categories<sup>1</sup>**

1) Tech product categories: audio, computers, computers\_accessories, consoles games, dvds blu ray, electronics, fixed telephony, pc gamer, tablets printing image, telephony, watches gifts





# Magist's Tech Orders Initially Rose Before Declining Since February 2018



Tech products account for **21% of all orders**

Tech orders increased significantly up until Feb 2018, showing **strong growth potential**

Notable **decrease** of **~-33%** in tech orders since February 2018



# Magist's prices for tech products are below our average

**133€**

is the average price for Tech products

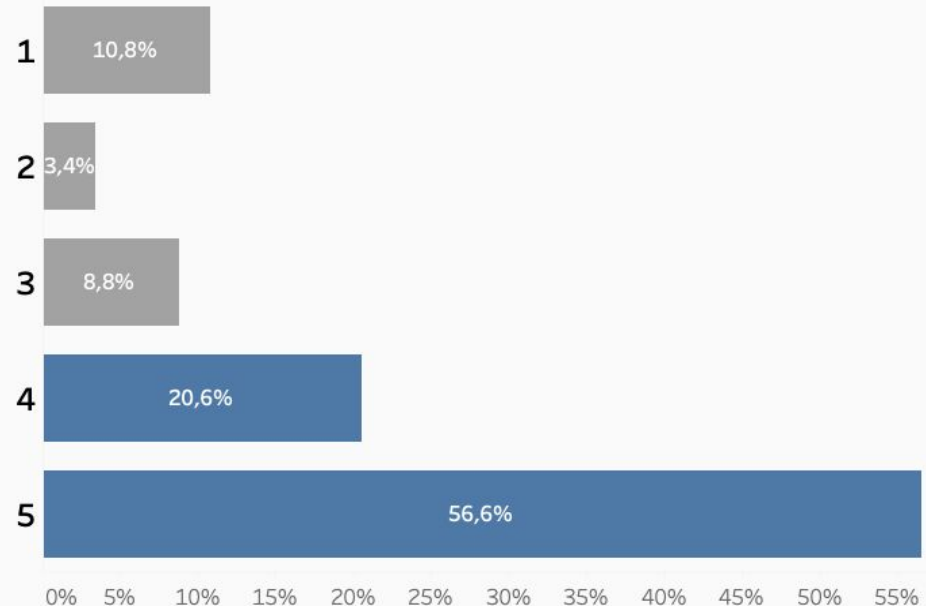
**5%**

of all Tech products sold are priced 500€ or more



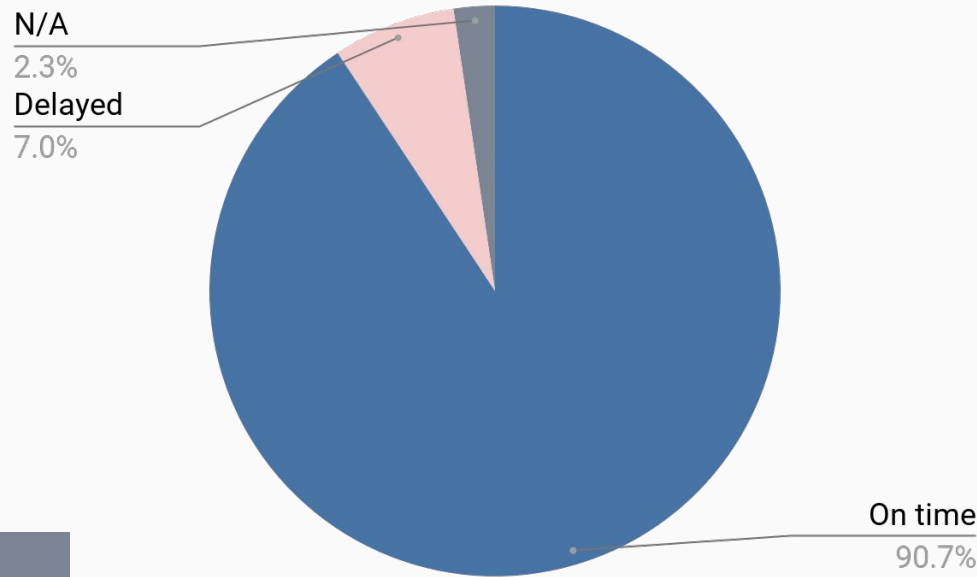
# Tech Product Orders at Magist Show Good Level of Customer Satisfaction

**77%** of all delivered orders in the tech category receive a **score of 4 or 5**<sup>1</sup>



1) Satisfaction scores are rated on a scale of 1 to 5, with 1 being poor and 5 being excellent

# Magist Delivers ≈91% of Tech Orders On Time



**90.71%** of tech orders are delivered **on time**<sup>1</sup>

1) On time = delivery date customer is equal or smaller than estimated delivery date; Delayed = delivery date customer is bigger than estimated delivery date; N/A = not applicable to data



04

# Conclusion & Recommendation

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# Magist is not our ideal partner, but still a good start

## Tech products limited

Magist's focus on tech products is limited when compared to the overall categories.

## Good Customer satisfaction

77% of tech product orders received a score of 4 or 5

## Good delivery performance

Magist's delivery performance is generally good, with average delivery of 13 days.

## WATCH OUT:

Ask Magist to explain why the tech sellers number is increasing, but the tech products orders have been declining for the past 6 months.



# Proceed with Caution and Use Magist as an Interim Solution

## **1 year contract + CPA payout**

Instead of 3 years. Also have a mixed model payout: fix cost + Cost Per Action (e.g. when order is delivered on time, or cost per sale, or other actions).

## **Build brand awareness**

During the test, focus marketing efforts on brand awareness in Brazil, optimizing campaigns based on the acquired direct market knowledge.

## **Explore alternative partnerships**

During the test, search and contact other SaaS partners in Brazil that are a better fit (e.g. shorter delivery time, more tech experience, etc.).



# Thanks

Do you have any questions?

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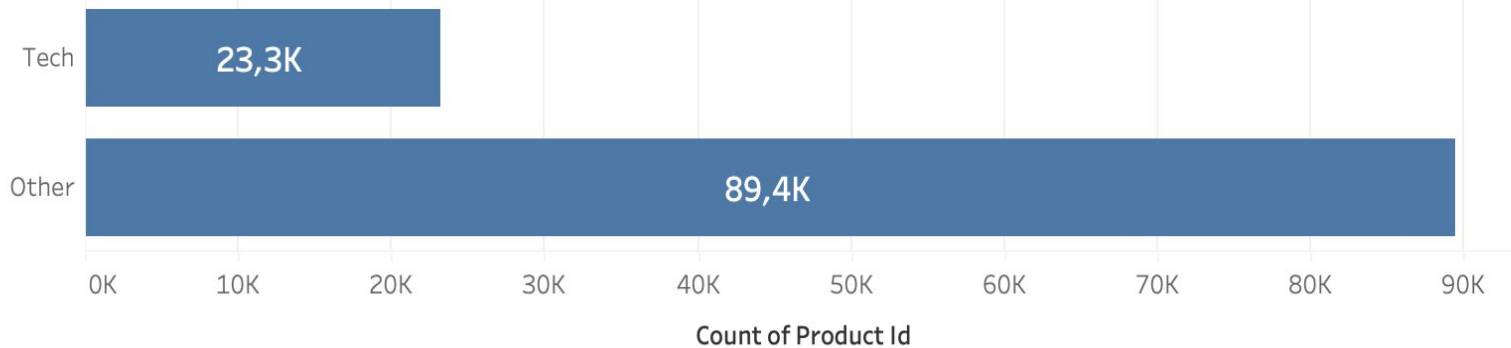
# Appendix



# Plot1

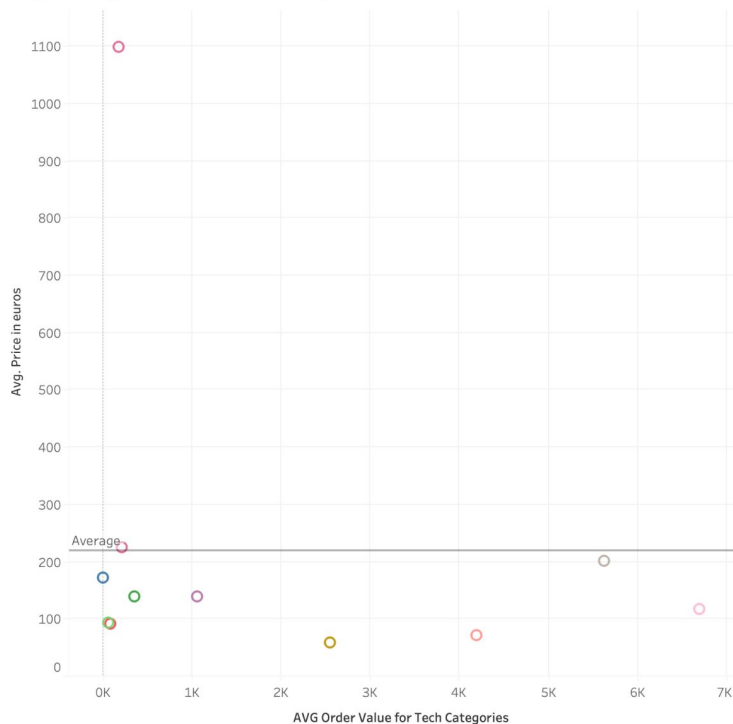
Tech category makes up 21% of all sales

Product Cat..



# Plot 2

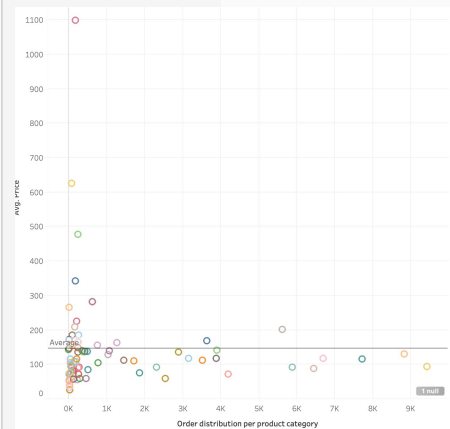
Magist's high-end tech sellers expertise



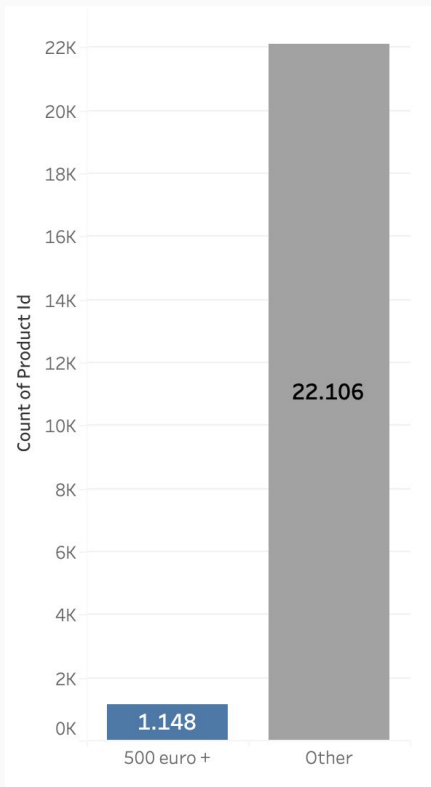
Though most orders are below the average value, Magist still has high-end products expertise, also in the tech sector.

Product Category Name English

- audio
- computers
- computers\_accessories
- consoles\_games
- dvds\_blu\_ray
- electronics
- fixed\_telephony
- pc\_gamer
- tablets\_printing\_image
- telephony
- watches\_gifts



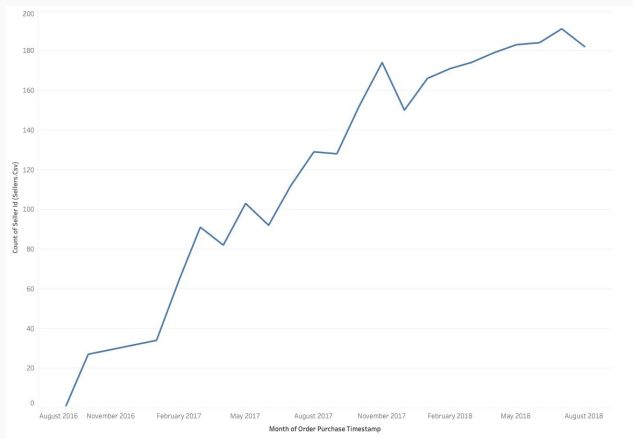
# Plot3



Expensive tech products make up 5% of all sales in the tech category

# Plot4

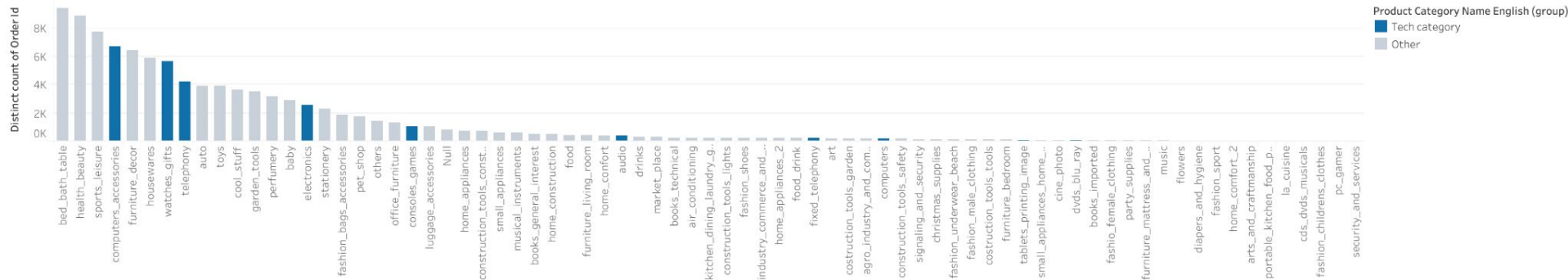
Tech sellers number is increasing, while number of orders and customers in tech categories going down.



# Plot5

Order per Product category plot shows that 3 Tech Categories are under the top 10 Product categories.

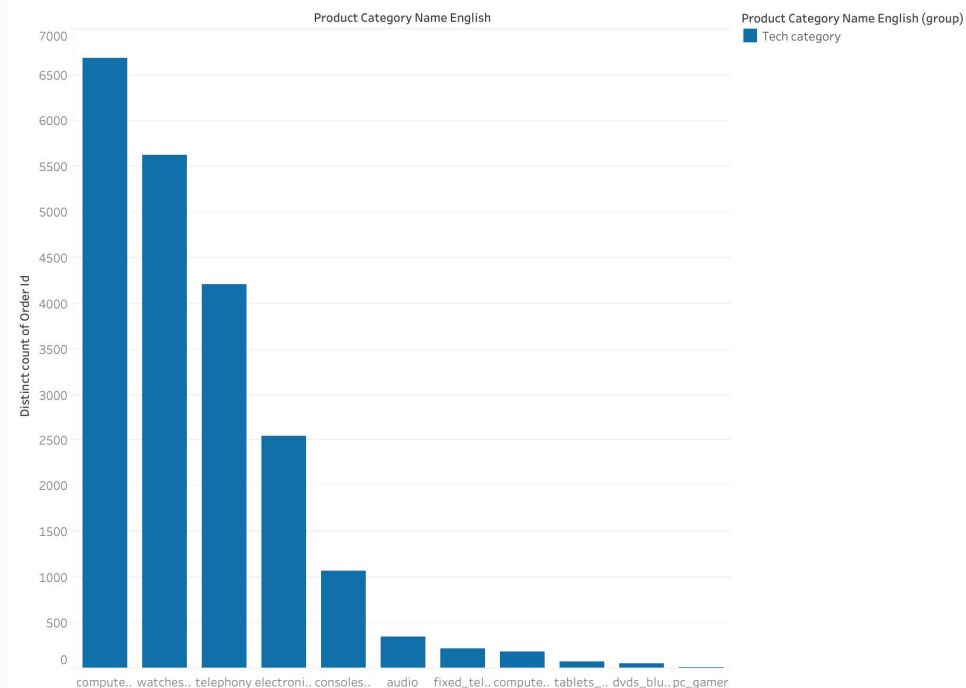
Orders per Product Category



# Plot6

Order per Tech category plot shows that computer accessories, watches and telephony are the top 3 Tech categories.

Orders per Tech category



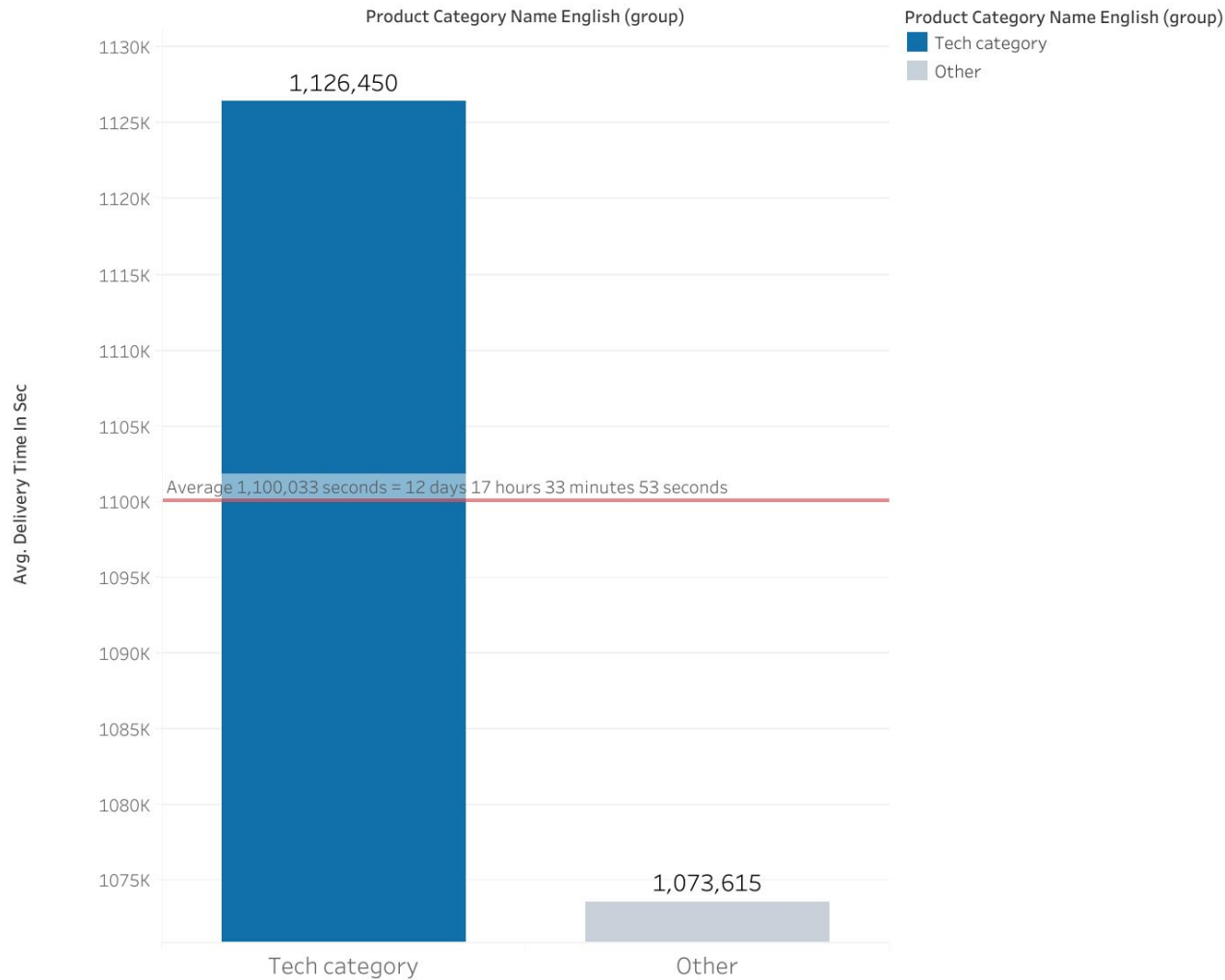
# Plot7

Average delivery time  
overall:  
12 days 17 hours 33 minutes  
53 seconds

Average delivery time for  
Tech:  
13 days 0 hours 54 minutes  
10 seconds

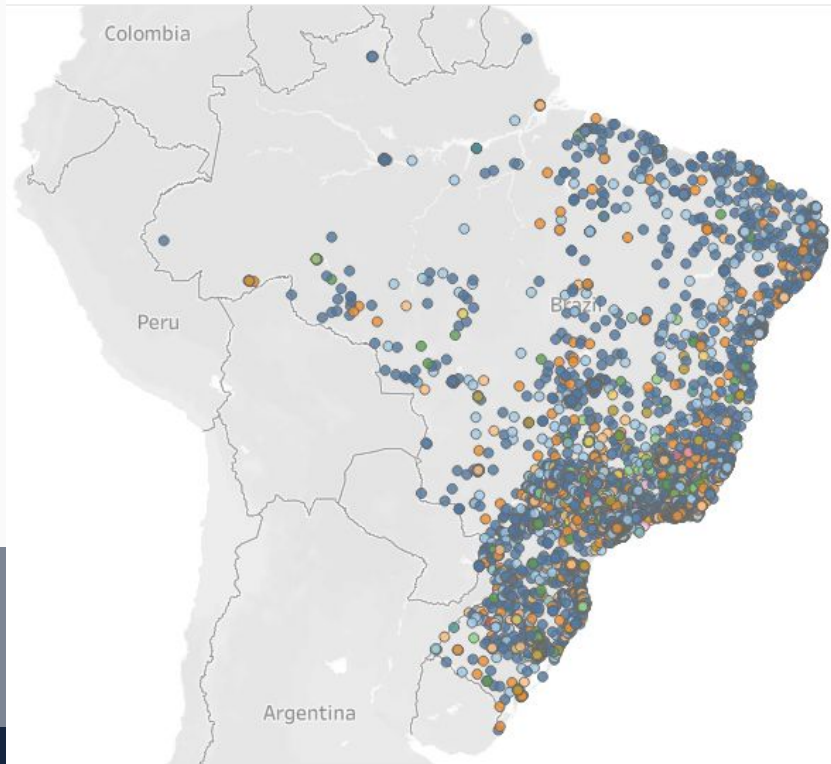
Average delivery time for  
Non Tech:  
12 days 10 hours 13 minutes  
35 seconds

## Avg Delivery Time Tech & Non-Tech

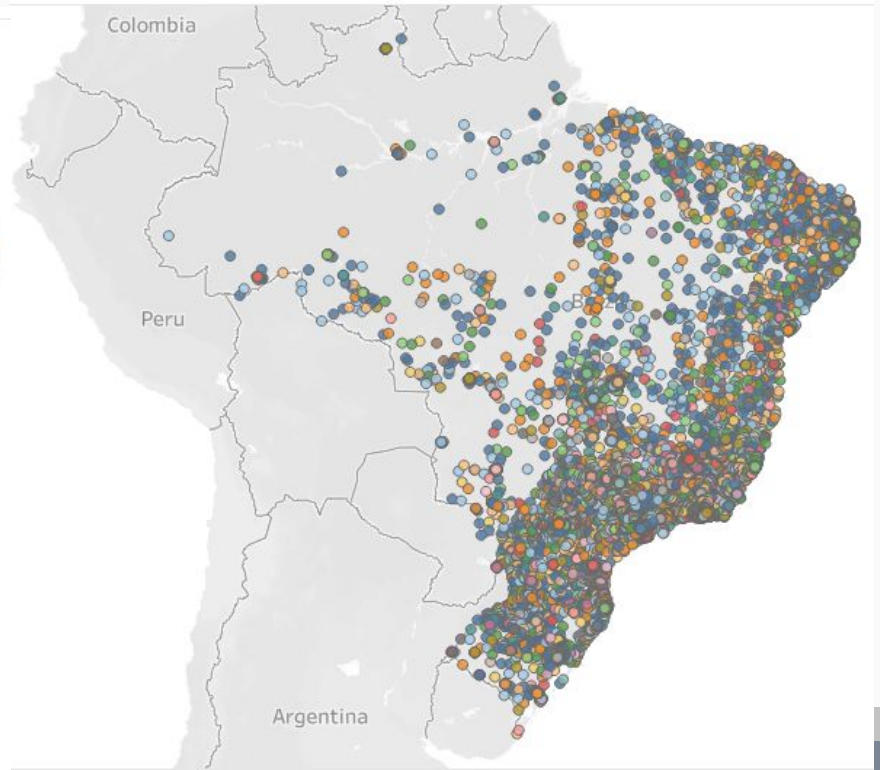




# Plot8



**Tech Customers locations**



**Other Customers locations**